

DETAILED ACTION

Supplemental Office Action

1. This supplemental Office Examiner's Amendment has been prepared at the request of attorney Christopher P. Wrist to correct minor grammatical issues in claim 29.

EXAMINER'S AMENDMENT

2. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Christopher P. Wrist on 26 August 2008.

The application has been amended as follows:

29. (currently amended) A computer-implemented method of generating recommendation lists from a plurality of items having assigned category memberships representing attributes of the items, comprising:

receiving a plurality of recommendation requests;

applying, during a search of the plurality of items performed for each recommendation request, a series of filters to each of the items, the series comprising a constraint filter and a recommendation filter for furnishing a predicted rating value, wherein the recommendation filter and the constraint filter are applied in an order determined using a cost calculation based at least on (i) a number of results required, (ii) the probability that a randomly selected item will pass the second applied filter of the recommendation filter and the constraint filter, (iii) a cost of applying the first applied filter of the recommendation filter and the constraint filter to generate a single item, and (iv) a cost of applying a second applied filter to the single item,

wherein the constraint filter is selected based on attributes associated with the recommendation request, wherein the constraint filter applies a constraint to the parameters of the search, the constraint having a plurality of free ~~variables~~ variables, each free variable in the plurality of free variables ~~has~~ having a value defined by the user;

generating, for each recommendation request, a recommendation list based on the predicted rating value for the item that passes the constraint filter and the recommendation filter; and

for each recommendation request, transmitting the generated list to a user
for presentation on a device.

Allowable Subject Matter

3. Claims 1, 3, 6-9, 12, 16-18, 21-26, 28-30, 32-34, 36, 39-42 and 44-55 are allowed.

Conclusion

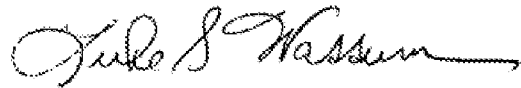
Any inquiry concerning this communication or earlier communications from the examiner should be directed to Luke S. Wassum whose telephone number is 571-272-4119. The examiner can normally be reached on Monday-Friday 8:30-5:30, alternate Fridays off.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John R. Cottingham can be reached on 571-272-7079. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

In addition, INFORMAL or DRAFT communications may be faxed directly to the examiner at 571-273-4119, or sent via email at luke.wassum@uspto.gov, **with a previous written authorization in accordance with the provisions of MPEP § 502.03.** Such communications must be clearly marked as INFORMAL, DRAFT or UNOFFICIAL.

Customer Service for Tech Center 2100 can be reached during regular business hours at (571) 272-2100, or fax (571) 273-2100.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

A handwritten signature in black ink, reading "Luke S. Wassum". The signature is fluid and cursive, with a long horizontal stroke at the end.

/Luke S. Wassum/
Primary Examiner
Art Unit 2167

lsw
28 August 2008